STORE LIST

DULUTH, MINNESOTA

STORE #	NAME	ADDRESS	COUNTY	CHAIN INDEP	TYPE
601	Super Town IGA	2911 Tower Ave., Superior, WI	Douglas	C/I	SuprMkt
602	Plaza IGA	15 S. 13th Ave. E, Duluth, MN	St. Louis	C/I	SuprMkt
603	Highland Super Valu	1740 Mall Dr., Duluth, MN	St. Louis	C/I	SuprMkt
604	Bill's IGA	501 7th St., Two Harbors, MN	Lake	C/I	SuprMkt
605	Andy's Big Dollar	213 Rittenhause Ave. Bayfield, WI	Bayfield	I	SuprMkt
606	Economart	1910 Lakeshore Dr. Ashland, WI	Ashland	C/I	SuprMkt
607	Ogle's IGA	104 3rd St. NE, Grand Rapids MN	Itaska	C/I	SuprMkt
608	Washburn Big Dollar	226 W. Bayfield St, Washburn, WI	Bayfield	I	SuprMkt
609	Arkulary's Foods	4835 Howard Geneisen Rd, Duluth MN	St. Louis	I	SuprMkt
610	Spie's Super Valu	610 Hwy 33 S., Cloquet, MN	Carlton	C/I	SuprMkt
611	Langford Drug	Washburn, WI	Bayfield	C	Drug
612	Switzer's Grocery	535 N. 59th Ave W, Duluth, MN	St. Louis	I	Grocery
613	Little Store	1401 Trinity Rd., Duluth, MN	St. Louis	I	Conv.
614	Food & Fuel	4991 Miller Trunk Hwy, Duluth MN	St. Louis	C	Conv.
615	Kenwood Spur	1601 Kenwood Ave, Duluth, MN	St. Louis	I	Conv.
616	London Rd. Car Wash & Little Store	1630 London Rd., Duluth, MN	St. Louis	I	Conv.
617	Carlton Little Store	P.O. Box 555, Carlton, MN	Carlton	C	Conv.
618	Esko Little Store	I35 & Thompson, Esko, MN	Carlton	C	Conv.
619	Froggies	1510 4th St. NW, Grand Rapids MN	Itaska	I	Conv.
620	C&J Stores	305 E. 4th St., Grand Rapids, MN	Itaska	I	Conv.
621	Townmart	831 7th Ave, Two Harbors, NW	Lake	I	Conv.
622	Hammond Liquor	1402 N. 5th St., Superior, WI	Douglas	I	Liquor
623	Bayside Market	1901 Minn. Ave., Duluth, MN	St. Louis	I	Grocery
624	Snow White Foods	2301 Woodland Ave, Duluth, MN	St. Louis	I	Grocery
625	Ideal Market	102 W. First St., Duluth, MN	St. Louis	I	Grocery

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Source: https://www.industrydocuments.ucsf.edu/docs/spdn0004

STORE LIST
FARGO, NORTH DAKOTA

STORE #	NAME	ADDRESS	COUNTY	CHAIN/ INDEP.	TYPE
500	HOME OF ECONOMY	HWY 81 N GRAND FORKS,ND	GRAND FORKS	I	MASS MERCH.
501	SUNMART	210 N 11 ST. MOORHEAD,ND	CLAY	C	SUPERMARKET
502	SUNMART	1616 S UNIV DR,FARGO,ND	CASS	C	SUPERMARKET
503	SUNMART	1321 19 AVE N. FARGO,ND	CASS	C	SUPERMARKET
504	HORNBACKERS	111 MAIN AVE, MOORHEAD,MN	CLAY	I	SUPERMARKET
505	HORNBACKERS	NORTHPORT S/C, FARGO,ND	CASS	I	SUPERMARKET
506	HORNBACKERS	VILLAGE WEST, FARGO,ND	CASS	I	SUPERMARKET
507	LEEVER'S SUPER VALU	424 2ND AVE NE VALLEY CTY	BARNES	C	SUPERMARKET
508	LARSONS SUPER VALU	430 SHEYENNE ST,W.FARGO	CASS	I	SUPERMARKET
509	LEEVERS SUPER VALU	715 WASHINGTON,GRAND FRKS	GRAND FORKS	C	SUPERMARKET
510	SUPER VALU EXPRESS	1433 S. UNIV DR, FARGO	CASS	I	SUPERMARKET
511	CASHWISE	1401 33 ST, S. FARGO ND	CASS	I	SUPERMARKET
512	MORE 4 FOODS	HWY 210 FERGUS FALLS MN	BECKER	C	SUPERMARKET
513	ECONO FOODS	S. HWY 81,WAHPETON,ND	RICHLAND	C	SUPERMARKET
514	COUNTY MARKET	114 E.FRAZEE,DETROIT LKS	BECKER	I	SUPERMARKET
515	DONS FAIRWAY FOODS	148 S.CENTRAL VALLEY CITY	BARNES	C	SUPERMARKET
516	SPIES SUPER VALU	901 DAKOTA,WAHPETON ND	RICHLAND	I	GROCERY
517	EARL'S	123 CENTER AVE E DILWORTH	CLAY	I	GROCERY
518	VERN & LYNNS	339 E FRAZER,DETROIT LKS	BECKER	I	GROCERY
519	OLSTADS JACK & JILL	235 2ND NW, VALLEY CITY	BARNES	I	GROCERY
520	WHITE DRUG	809 WASHINGTON AVE,DET LKS	BECKER	C	DRUG
521	STOP N GO	1702 30 AVE S.MOORHEAD	CLAY	C	CONVENIENCE
522	STOP N GO	902 16 AVE N.WAHPETON ND	RICHLAND	C	CONVENIENCE
523	STOP N GO	1901 N UNIV, FARGO ND	CASS	C	CONVENIENCE
524	STOP N GO	204 42 ST, S FARGO, ND	CASS	C	CONVENIENCE
525	STOP N GO	602 23 ST, S. FARGO ND	CASS	C	CONVENIENCE
526	STOP N GO	3220 12 AVE,N FARGO, ND	CASS	C	CONVENIENCE
527	SOOPER STOP	620 SHEYENNE, W FARGO	CASS	I	CONVENIENCE
528	LAFFEN FOOD & GAS	2501 7 AVE N. FARGO,ND	CASS	I	CONVENIENCE
529	LAFFENS GAS & FOOD	721 S. UNIV, FARGO ND	CASS	I	CONVEN/GAS

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Source: https://www.industrydocuments.ucsf.edu/docs/spdn0004

PANEL SELECTION

The total panel of stores is to be representative of your entire DMA. If for any reason you cannot get cooperation in any of the following stores, let me know immediately and we will make substitutions.

In order to qualify to be in the sample the store has to sell at least 100 cartons a week.

DULUTH/SUPERIOR	# OF STORES NEEDED IN PANEL
Supermarkets	7
Convenience	10
Grocery	4
Drug	1
Mass Merchandisers	1
Gas	1
Liquor	1
	25

SAMPLE BY COUNTY - DULUTH/SUPERIOR

COUNTY	SAMPLE SIZE
AITKIN, CARLTON	3
ITASCA	3
LAKE	2
ST. LOUIS	12
ASHLAND, BAYFIELD, WASHBURN	5

I want the sample of stores to be as representative of the area as possible. Chain and Independent stores are to be selected as follows:

	# OF STORES NEEDED	
	CHAIN	INDEPENDENT
Supermarkets	3	4
Convenience	5	5
Grocery	-	4
Drug	-	1
Mass Merchandisers	1	-
Gas	-	1
Liquor	-	1
	9	16

When selecting the chain stores, try to get some of each chain.

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DULUTH

COUNTY	PERCENTAGE
GOGEBIC	4.2
AITKIN	3.1
CARLTON	6.1
COOK	1.0
ITASCA	9.4
KONCHICHING	3.5
LAKE	2.5
ST. LOUIS	46.1
ASHLAND	3.7
BAYFIELD	3.3
DOUGLAS	9.5
IRON	1.7
SAWYER	3.1
WASHBURN	3.2

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PANEL SELECTION

The total panel of stores is to be representative of your entire DMA. If for any reason you cannot get cooperation in any of the following stores, let me know immediately and we will make substitutions.

In order to qualify to be in the sample the store has to sell at least 100 cartons a week.

FARGO/VALLEY CITY	# OF STORES NEEDED IN PANEL
Supermarkets	9
Convenience	7
Grocery	4
Drug	1
Mass Merchandisers	2
Gas	1
Liquor	1
	25

SAMPLE BY COUNTY - FARGO/VALLEY CITY

Beaker	3
Clay	3
Otter Tail	3
Barnes	3
Cass	6
Grand Forks	4
Richland	3
	25

I want the sample of stores to be as representative of the area as possible. Chain and independent stores are to be selected as follows:

	# OF STORES NEEDED	
	CHAIN	INDEPENDENT
Supermarkets	5	4
Convenience	4	3
Grocery	-	4
Drug	1	-
Mass Merchandisers	2	-
Gas	1	-
Liquor	-	1
	13	12

When selecting the chain stores, try to get some of each chain.

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FARGO

COUNTY	PERCENTAGE
BEAKER	5.0
CLAY	8.0
CLEARWATER	1.4
KITTSON	1.1
LAKE OF WOODS	.7
MAHNOMEN	.8
MARSHALL	2.1
NORMAN	1.5
OTTER TAIL	9.2
PEMNINGTON	2.6
POLK	5.7
RED LAKE	1.8
ROSEAU	2.2
WILKIN	1.3
BARNES	2.3
BENSON	1.1
CASS	17.8
CAVALIER	1.2
DICKEY	1.1
EDDY	.6
FOSTER	.7
GRAND FORKS	11.1
GRIGGS	.7
LA MAURE	1.1
NELSON	.7
PEMBINA	1.7
RAMSEY	2.1
RANSOM	1.1
RICHLAND	3.2
SARGENT	.7
STEELE	.5
STUTSMAN	4.2 -
TOWNER	.7
TRAILL	1.6
WALSH	2.6

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